

BUILDER



THE MAGAZINE OF THE CANADIAN HOME BUILDERS' ASSOCIATION

TECHNOLOGY & TRENDS **Getting on the Cloud**

Building Information Modeling (BIM) for the residential home builder

BC builders and renovators share their thoughts on technology and social media

PLUS

Took Talk: Adhesives: The Final Chapter (Applicators, Tools & Trowels)

Market Report: CHBA BC's M.J. Whitmarsh talks about Building a Better BC

Global Neighbourhoods

Economics: Canada's housing sector enjoys clear sailing in stormy seas

manages items like: change orders, PDF design files, documents, progressive photos, client selections, scheduling and messaging. The project information is managed, stored and shared on one site, ensuring that we and the client are working from the same information. Additionally, it allows the client to see design files or photos of selections, and sign off online, using a tablet, a laptop, or a smartphone—no matter where they (or we) might be at that moment. Time is saved, miscommunications are eliminated. The contractor's productivity has increased substantially using these communications tools.

HBM: How important is social media to your business?

TODD J. SENFT, president, **reVISION Custom Home Renovations Inc.**, Vancouver

With the vast amount of people using computers and handheld devices coupled with



reVISION Custom Home Renovations Inc. See more of this project on Facebook.

the “need to know now” desire, it is becoming increasingly important for businesses to become somewhat savvy with social media. Consumers have access to large amounts of information at their fingertips: you want your company to be the one at the top of the list that pops up on their screen (and their minds).

Using social media can be a very pow-

erful tool if used properly to reach and teach your target market. For example, Facebook is quite popular and using it effectively will enhance the brand of company; it can be used to provide a plethora of information, from photographs of projects and new products to the latest details on government rebates, tax changes or building code changes. A company can quickly become “the” source of information for a particular segment of the residential construction industry based solely on the value of information it provides.

Twitter is also becoming popular because it provides an avenue for people to send quick short communication much like a text message. This type of communication is very to the point and needs to have quick responses if you want to keep your audience captivated. This may take some resources to manage but if done effectively, Twitter can be a very powerful tool for improving the service a business provides. 🏠

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